

Attitudes Towards Photo Radar
Among City of Scottsdale Licensed Drivers
Update

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Prepared for
American Traffic Systems
Scottsdale, Arizona

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INTRODUCTION / METHODOLOGY

Photo radar and red light cameras have been operating in the City of Scottsdale for about two years.

American Traffic Systems of Scottsdale, Arizona contracted with Behavior Research Center, Inc. to conduct a survey designed to provide an update regarding awareness and opinions of photo radar among licensed drivers residing in the City of Scottsdale.

Respondent selection on this survey was accomplished utilizing random digit dial methods; the sample consisted of randomly generated telephone numbers selected from prefix banks proportionately representative of all working exchanges in the City of Scottsdale.

A total of 404 adults residing within the corporate boundaries of Scottsdale were interviewed between January 4 and January 9, 1999.

When analyzing the results of this survey it should be kept in mind that all surveys are subject to sampling error. An estimate of the sample error range for this survey is provided in the following table.

Sample Size	Approximate Sampling Error at 95% Confidence Level (Plus/Minus Percentage of Sampling Tolerance)
404	5.0%
200	7.1
100	10.0
50	14.1

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A copy of the questionnaire is appended to this report.

## EXECUTIVE SUMMARY

- ! Awareness that photo radar and red light cameras are in use in Scottsdale remains nearly universal. However, awareness of the Focus On Safety program remains low.
- ! With a decline in the controversy about the program since the prior survey, residents' awareness of publicity or reporting about it has declined sharply; now reported by one-third. Radio traffic reports remain the primary source of program awareness.
- ! Publicity and reporting (or maybe the lack of same) has resulted in Scottsdale drivers becoming more supportive of the program than they were previously.
- ! The primary benefits of the program are identified as reducing the number of people who run red lights and improving traffic safety in Scottsdale. A reduction in speeding in the City is also a major benefit. Further, a reduction in the number of collisions and a slow down in traffic in general are seen as benefits by six of ten. Almost four of ten believe the program has helped prevent insurance rates from rising.
- ! As in the prior survey, half of Scottsdale drivers overall and six of ten younger drivers report they are more careful to observe speed limits and traffic regulations in Scottsdale than they were before the program began and are also more conscientious when driving in Scottsdale than they are in other Valley cities that do not have the program.
- ! Support for the program now registers among almost seven of ten Scottsdale drivers. Further, after survey respondents were made aware of City of Scottsdale statistics indicating the program impact, eight of ten indicate support for the program. This represents a notable improvement versus the prior survey.
- ! As was seen in the prior survey, respondents believe "other Scottsdale drivers" are less supportive of the program than the study indicates they are. Equal proportions (one quarter) believe almost everyone/majority supports or opposes the program. Even though this division exists, seven of ten Scottsdale drivers support expansion of the photo radar and red light camera program; an improvement versus the prior reading.
- ! Throughout this survey, as in the prior survey, women emerge as more supportive of the program than are men. Importantly, the current survey reveals increasing support for the program among younger drivers.

**SUMMARY OF FINDINGS**

AWARENESS & KNOWLEDGE

Focus on Safety

Awareness of the name "Focus on Safety" program among Scottsdale licensed drivers remains low. Consistent with the prior survey, only two of ten report being familiar with the name. For three-quarters, this was the first time they had heard of the program.

*"There is a program in Scottsdale called Focus on Safety. Would you say you know a great deal, some, only a little or is this the first time you have heard of the Focus on Safety program?"*

|                     | 1999 | 1997 |
|---------------------|------|------|
| A great deal        | 4%   | 3%   |
| Some                | 5    | 7    |
| Only a little       | 13   | 12   |
| First time heard of | 75   | 77   |
| Unsure              | 3    | 1    |

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Photo Radar & Red Light Cameras

Awareness of the operation of photo radar and red light cameras in Scottsdale remains virtually universal.

*"As far as you know, are photo radar and red light cameras operating in Scottsdale?"*

|        | 1999 | 1997 |
|--------|------|------|
| Yes    | 94%  | 97%  |
| No     | 4    | 1    |
| Unsure | 2    | 2    |

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### Publicity or Reporting About Photo Radar & Red Light Cameras

Respondents were again asked a series of questions about their recall of publicity or reporting related to photo radar and red light cameras.

One-third recall publicity or reporting; this reflects a dramatic reduction versus the December, 1997 survey. In fact, the proportion recalling publicity or reporting is half the level recorded in the prior survey.

As can be seen in the following table, awareness of publicity is correlated with age of residents; awareness is lowest among the 18 to 24 year old segment and then increases as age increases.

*"In the past few months, have you seen any publicity or reporting about photo radar and red light cameras?"*

|               | <u>YES</u> | <u>NO</u> | <u>UN-SURE</u> |
|---------------|------------|-----------|----------------|
| <u>TOTAL</u>  | 34%        | 64%       | 2%             |
| <u>GENDER</u> |            |           |                |
| Male          | 33         | 64        | 3              |
| Female        | 35         | 64        | 1              |
| <u>AGE</u>    |            |           |                |
| 18 to 24      | 19         | 76        | 5              |
| 18 to 34      | 24         | 72        | 4              |
| 35 to 54      | 34         | 64        | 2              |
| 55 and over   | 41         | 58        | 1              |

Note: Table reads across

Those recalling reporting or publicity were asked to recount what they remembered most about the publicity or reporting they had seen.

The proportion recalling negative stories declined versus the prior survey; currently cited by one-quarter. In addition, recall of stories about a lack of support for photo radar and red light cameras is cited by ten percent; half the level of the prior survey.

Positive stories are recalled by about one quarter; also somewhat below the level registered in the prior survey. Primary recall focuses on the program having "reduced accidents" and "its working".

Half of licensed drivers recall neutral or descriptive stories. Two of ten of these respondents had no specific recall.

"What do you remember most about advertising and news stories you have seen about photo radar and red light cameras?"

|                                                                                 | <u>1999</u>       | <u>1997</u>       |
|---------------------------------------------------------------------------------|-------------------|-------------------|
| <b><u>NEGATIVE</u></b>                                                          | <b><u>25%</u></b> | <b><u>34%</u></b> |
| <b><u>LACK OF SUPPORT FOR IT (NET)</u></b>                                      | <b><u>13%</u></b> | <b><u>27%</u></b> |
| People are against it                                                           | 10                | 20                |
| Have read or seen news against it                                               | 4                 | 2                 |
| They might get rid of it                                                        | 0                 | 3                 |
| Petition drive against it                                                       | 0                 | 2                 |
| <b><u>VIOLATES OUR RIGHTS/UNFAIR/UNCONSTITUTIONAL (NET)</u></b>                 | <b><u>2%</u></b>  | <b><u>4%</u></b>  |
| <b><u>NEUTRAL/DESCRIPTIVE</u></b>                                               | <b><u>52%</u></b> | <b><u>45%</u></b> |
| <b><u>LEGALITY</u></b>                                                          | <b><u>7%</u></b>  | <b><u>14%</u></b> |
| Court cases-people fighting tickets                                             | 7                 | 13                |
| Legal issues-whether it's legal or not                                          | 0                 | 2                 |
| <b><u>LOCATION (NET)</u></b>                                                    | <b><u>19%</u></b> | <b><u>9%</u></b>  |
| Where they will be located                                                      | 13                | 9                 |
| Heard on radio where located                                                    | 4                 | 0                 |
| <b><u>CONTROVERSY (NET)</u></b>                                                 | <b><u>2%</u></b>  | <b><u>8%</u></b>  |
| It's controversial                                                              | 2                 | 8                 |
| <b><u>SIGNS (NET)</u></b>                                                       | <b><u>5%</u></b>  | <b><u>4%</u></b>  |
| Have seen alert signs                                                           | 5                 | 4                 |
| <b><u>HOW IT WORKS (NET)</u></b>                                                | <b><u>4%</u></b>  | <b><u>3%</u></b>  |
| Takes photo of car and owner is contacted                                       | 2                 | 2                 |
| How it works                                                                    | 1                 | 2                 |
| <b><u>NO CHANGE IN THE NUMBER OF ACCIDENTS (NET)</u></b>                        | <b><u>0%</u></b>  | <b><u>2%</u></b>  |
| Can't recall                                                                    | 18%               | 11%               |
| <b><u>POSITIVE</u></b>                                                          | <b><u>27%</u></b> | <b><u>34%</u></b> |
| <b><u>SAFETY IMPROVEMENTS (NET)</u></b>                                         | <b><u>22%</u></b> | <b><u>19%</u></b> |
| Has reduced accidents                                                           | 12                | 0                 |
| It's working-has reduced violations, accidents,<br>violators are getting caught | 9                 | 18                |
| Has made the roads safer                                                        | 4                 | 1                 |
| <b><u>SUPPORT OF IT (NET)</u></b>                                               | <b><u>6%</u></b>  | <b><u>13%</u></b> |
| Other cities want to start using it                                             | 2                 | 3                 |
| People support it                                                               | 2                 | 2                 |
| They're planning to add more                                                    | 2                 | 0                 |
| City government is trying to justify it's use<br>planning to use it             | 1                 | 7                 |

As in the prior survey, respondents were read a list of five different venues where they might have seen advertising or other publicity about photo radar and red light cameras.

Overall, results are generally consistent with those from the December, 1997 survey.

Radio traffic reports are the primary source; two-thirds recalling having heard about photo radar and red light cameras via this method.

Increases are registered in the proportion recalling flyers sent with water bills, posters or information cards, during movie theaters' pre-film advertising and at demonstrations by the Scottsdale Police.

*"Do you recall seeing or hearing about photo radar and red light cameras?"*

|                                             | YES | NO  | UN-SURE |
|---------------------------------------------|-----|-----|---------|
| On radio traffic reports                    | 66% | 33% | 1%      |
| In flyers sent with water bills             | 23  | 68  | 9       |
| In posters or information cards             | 18  | 78  | 4       |
| During movie theaters' pre-film advertising | 15  | 80  | 5       |
| At demonstrations by the Scottsdale Police  | 11  | 88  | 1       |

Some differences are evident in recall of these venues with regard to age and gender of drivers. These are summarized in the following table.

The likelihood of having heard about photo radar and red light cameras on radio traffic reports is inversely related to age; the younger the driver, the more likely they have heard about photo radar and red light cameras via this venue.

Women and older drivers are more likely than average to have heard of photo radar and red light cameras via flyers sent with water bills.

Drivers aged 18 to 24 were the primary group hearing about photo radar and red light cameras during movie theater's pre-film advertising. Conversely, this age segment had no awareness of demonstrations by the Scottsdale Police.

% WHO HAVE SEEN OR HEARD ABOUT  
PHOTO RADAR AND RED LIGHT CAMERAS

|                        | On Radio<br>Traffic<br>Reports | In<br>Flyers<br>Sent<br>with<br>Water<br>Bills | In<br>Posters or<br>Information<br>Cards | During<br>Movie<br>Theater's<br>Pre-Film<br>Advertising | At<br>Demonstrations<br>by the<br>Scottsdale<br>Police |
|------------------------|--------------------------------|------------------------------------------------|------------------------------------------|---------------------------------------------------------|--------------------------------------------------------|
| <u>TOTAL</u>           | 66%                            | 23%                                            | 18%                                      | 15%                                                     | 11%                                                    |
| <u>GENDER</u>          |                                |                                                |                                          |                                                         |                                                        |
| Male                   | 67                             | 18                                             | 16                                       | 18                                                      | 9                                                      |
| Female                 | 64                             | 28                                             | 20                                       | 13                                                      | 13                                                     |
| <u>AGE</u>             |                                |                                                |                                          |                                                         |                                                        |
| 18 to 24               | 100                            | 0                                              | 14                                       | 71                                                      | 0                                                      |
| 18 to 34               | 78                             | 9                                              | 22                                       | 26                                                      | 13                                                     |
| 35 to 54               | 72                             | 25                                             | 8                                        | 11                                                      | 8                                                      |
| 55 and over            | 53                             | 26                                             | 28                                       | 15                                                      | 13                                                     |
| <u>FOCUS ON SAFETY</u> |                                |                                                |                                          |                                                         |                                                        |
| Aware                  | 90                             | 28                                             | 28                                       | 25                                                      | 15                                                     |
| First time heard of    | 56                             | 22                                             | 15                                       | 12                                                      | 10                                                     |

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Further, Scottsdale drivers were asked about other venues where they had seen or heard about photo radar and red light cameras.

Three of ten report they have seen or heard about photo radar and red light cameras in newspapers or on television. These results reflect a decline in the proportion citing news on television and an increase in those reporting having seen stories in newspapers.

Two of ten again cite news on radio as a source of awareness. The proportion mentioning editorials in newspapers declined from 10% to 4%.

*"Where else have you seen or heard about photo radar and red light cameras?"*

|                             | 1999 | 1997 |
|-----------------------------|------|------|
| News on T.V.                | 29%  | 39%  |
| Stories in newspapers       | 31   | 21   |
| News on radio               | 21   | 20   |
| Street signs/traffic lights | 7    | 11   |
| Editorials in newspapers    | 4    | 10   |
| Friends, relatives          | 4    | 5    |
| Other                       | 10   | 4    |
| None                        | 6    | 21   |

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After the questions addressing the issues of awareness, drivers were asked if their views of photo radar and red light cameras had changed.

Reflecting significant improvement versus the prior survey, more than six of ten indicate they are more supportive of photo radar and red light cameras. The proportion less supportive was halved; down from 18% in December, 1997 to 9% currently.

*"Based on what you just mentioned you saw or heard, are you more supportive, less supportive or feel no different about photo radar and red light cameras?"*

|                 | 1999 | 1997 |
|-----------------|------|------|
| More supportive | 63%  | 51%  |
| Less supportive | 9    | 18   |
| No different    | 26   | 27   |
| Not sure        | 2    | 4    |

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A review of these data for driver segments reveals all groups have become more supportive. Women remain more supportive than men. Drivers aged 35 and over remain more supportive than those under 35; those under 35 again tend to feel no differently about photo radar and red light cameras.

|               | MORE<br>SUPPORTIVE | LESS<br>SUPPORTIVE | NO<br>DIFFERENT |
|---------------|--------------------|--------------------|-----------------|
| <u>TOTAL</u>  | 63%                | 9%                 | 26%             |
| <u>GENDER</u> |                    |                    |                 |
| Male          | 50                 | 16                 | 32              |
| Female        | 75                 | 4                  | 20              |
| <u>AGE</u>    |                    |                    |                 |
| 18 to 24      | 43                 | 14                 | 43              |
| 18 to 34      | 37                 | 16                 | 47              |
| 35 to 54      | 58                 | 12                 | 26              |
| 55 and over   | 83                 | 3                  | 14              |

Note: Table reads across

### IMPACT OF THE PROGRAM

Scottsdale drivers were asked about the impact of the program on a series of specific dimensions.

Results are quite similar to those registered in the December, 1997 survey. Thus, one-third feel the program has “done a great deal” to *reduce the number of people who run red lights*” and one quarter to *cut down on speeding in the City*.

Compared to the prior survey, there has been a notable increase in the proportion opining that the program has *improved traffic safety in Scottsdale*; registering currently at one-third.

Consistent with the prior survey two of ten feel the program has “done a great deal” to *reduce the number of collisions and slow down traffic in general*. One of ten acknowledge that the program has “done a great deal” to *save taxpayer dollars and prevent insurance rates from increasing*.

*"Photo radar and red light cameras are now operating in Scottsdale. Do you think the program has done a great deal, some or only a little to..."*

|                                            | <u>A GREAT<br/>DEAL</u> | <u>SOME</u> | <u>ONLY A<br/>LITTLE</u> | <u>UNSURE</u> |
|--------------------------------------------|-------------------------|-------------|--------------------------|---------------|
| Reduce number of people who run red lights | 35%                     | 36%         | 18%                      | 11%           |
| Cut down on speeding in city               | 27                      | 38          | 25                       | 10            |
| Improve traffic safety in Scottsdale       | 32                      | 34          | 22                       | 12            |
| Reduce the number of collisions            | 20                      | 35          | 22                       | 22            |
| Slow down traffic in general               | 22                      | 37          | 28                       | 13            |
| Save tax payer dollars                     | 12                      | 21          | 27                       | 40            |
| Prevent insurance rates from increasing    | 11                      | 26          | 29                       | 34            |

Note: Table reads across

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A review of these data among the different age segments reveals a more favorable response from the younger age segments.

Compared to the prior survey, those aged 18 to 24 and the larger 18 to 34 group are notably more likely to characterize the program as having "done a great deal" on all seven dimensions.

In fact, the younger segments (under 35) emerge as more likely than the older segments to indicate the program has "done a great deal" on all seven dimensions.

% FEEL PROGRAM HAS DONE A GREAT DEAL

|                                                | <u>Total</u> | <u>18 to 24</u> | <u>25 to 34</u> | <u>35 to 54</u> | <u>55 and<br/>over</u> |
|------------------------------------------------|--------------|-----------------|-----------------|-----------------|------------------------|
| Reduce the number of people who run red lights | 34%          | 51%             | 55%             | 30%             | 25%                    |
| Cut down on speeding in the city               | 27           | 34              | 33              | 24              | 26                     |
| Improve traffic safety in Scottsdale           | 32           | 40              | 39              | 27              | 35                     |
| Reduce the number of collisions                | 20           | 37              | 31              | 18              | 16                     |
| Slow down traffic in general                   | 22           | 31              | 32              | 20              | 18                     |
| Save taxpayer dollars                          | 12           | 11              | 14              | 10              | 13                     |
| Prevent insurance rates from increasing        | 11           | 26              | 15              | 10              | 10                     |

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Drivers were also asked to compare their current driving habits with those before photo radar was operating in Scottsdale and compared to driving habits when in neighboring cities that do not have photo radar.

As in the prior survey, Scottsdale drivers remain evenly divided on these questions. About half indicate they are more careful and half indicate they are not more careful or it makes no difference.

Also consistent with the prior survey, it is the younger drivers (under 35 years of age) more so than older drivers, who report they are more careful.

*"Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than when you are driving in cities that do not have photo radar?"*

|               | MORE<br>CAREFUL | NOT MORE<br>CAREFUL/NO<br>DIFFERENCE | UNSURE |
|---------------|-----------------|--------------------------------------|--------|
| <u>TOTAL</u>  | 47%             | 50%                                  | 3%     |
| <u>GENDER</u> |                 |                                      |        |
| Male          | 46              | 51                                   | 3      |
| Female        | 49              | 49                                   | 2      |
| <u>AGE</u>    |                 |                                      |        |
| 18 to 24      | 62              | 35                                   | 3      |
| 18 to 34      | 58              | 41                                   | 1      |
| 35 to 54      | 48              | 49                                   | 3      |
| 55 and over   | 39              | 57                                   | 4      |

Note: Table reads across

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"Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than you were before photo radar was operating there?"

|               | MORE<br>CAREFUL | NOT MORE<br>CAREFUL/NO<br>DIFFERENCE | UNSURE |
|---------------|-----------------|--------------------------------------|--------|
| <u>TOTAL</u>  | 50%             | 46%                                  | 4%     |
| <u>GENDER</u> |                 |                                      |        |
| Male          | 54              | 44                                   | 5      |
| Female        | 50              | 47                                   | 3      |
| <u>AGE</u>    |                 |                                      |        |
| 18 to 24      | 65              | 30                                   | 5      |
| 18 to 34      | 58              | 39                                   | 3      |
| 35 to 54      | 55              | 42                                   | 3      |
| 55 and over   | 39              | 56                                   | 5      |

Note: Table reads across

### OPINIONS OF THE PROGRAM

Support for the use of photo radar and red light cameras edged upwards, now reported by almost seven of ten. One quarter remain opposed and seven percent are unsure.

Consistent with the December, 1997 survey, women remain more supportive than men.

Interestingly, we note that the younger segments have become somewhat more supportive while the older segments are stable.

"In general, do you support or oppose the use of photo radar and red light cameras?"

|               | <u>SUPPORT</u> | <u>OPPOSE</u> | <u>NOT SURE</u> |
|---------------|----------------|---------------|-----------------|
| <u>TOTAL</u>  | 68%            | 25%           | 7%              |
| <u>GENDER</u> |                |               |                 |
| Male          | 62             | 32            | 6               |
| Female        | 75             | 17            | 8               |
| <u>AGE</u>    |                |               |                 |
| 18 to 24      | 65             | 35            | 0               |
| 18 to 34      | 61             | 33            | 6               |
| 35 to 54      | 69             | 23            | 8               |
| 55 and over   | 73             | 20            | 7               |

Note: Table reads across

Respondents were also asked for their perception of how other Scottsdale drivers feel about the program.

Results are quite similar to those recorded in the prior survey. While almost seven of ten say they support the use of photo radar and red light cameras, they feel only one quarter of other Scottsdale drivers support the program. This is a slight improvement versus the December, 1997 survey.

The proportion opining that the majority/almost everyone opposes the program has decreased slightly, from 30% to 24 percent.

Thus virtually equal proportions feel the program is supported or opposed by other Scottsdale drivers.

"Thinking about other Scottsdale drivers, which of the following best describes how you think they feel?"

|                                                 | <u>1999</u> | <u>1997</u> |
|-------------------------------------------------|-------------|-------------|
| Almost everyone supports it.                    | 4%          | 1%          |
| Majority supports it.                           | 21          | 20          |
| Evenly divided between supporters and opposers. | 40          | 36          |
| Majority oppose it.                             | 18          | 25          |
| Almost everyone opposes it.                     | 6           | 5           |
| Not sure.                                       | 11          | 13          |

In the current survey, younger drivers are as likely to feel that the "majority supports it" as are older drivers. This reflects an improvement versus the prior survey.

|               | ALMOST<br>EVERYONE/<br>MAJORITY<br>SUPPORTS IT | EVENLY DIVIDED<br>BETWEEN<br>SUPPORTERS<br>AND<br>OPPONENTS | MAJORITY/<br>ALMOST<br>EVERYONE<br>OPPOSES IT | UNSURE |
|---------------|------------------------------------------------|-------------------------------------------------------------|-----------------------------------------------|--------|
| <u>TOTAL</u>  | 25%                                            | 40%                                                         | 24%                                           | 11%    |
| <u>GENDER</u> |                                                |                                                             |                                               |        |
| Male          | 23                                             | 37                                                          | 29                                            | 11     |
| Female        | 27                                             | 43                                                          | 20                                            | 10     |
| <u>AGE</u>    |                                                |                                                             |                                               |        |
| 18 to 24      | 38                                             | 38                                                          | 22                                            | 3      |
| 18 to 34      | 28                                             | 45                                                          | 23                                            | 4      |
| 35 to 54      | 20                                             | 44                                                          | 28                                            | 8      |
| 55 and over   | 30                                             | 29                                                          | 21                                            | 20     |

Note: Table reads across

Survey respondents were then read results of traffic studies conducted by the City of Scottsdale. After learning that collisions are down by 4% citywide and 20% where photo radar and red light cameras are in use, virtually three-quarters indicate a more favorable opinion toward the program. This reflects a slight improvement versus the prior survey.

*"As you may know, studies by the city of Scottsdale show that collisions are down by 4% citywide and 20% where photo radar or red light cameras are in use. In light of this, are you more favorable towards the use of photo radar and red light cameras?"*

|                | 1999 | 1997 |
|----------------|------|------|
| More favorable | 74%  | 71%  |
| Less favorable | 12   | 13   |
| Unsure         | 5    | 5    |
| No difference  | 9    | 11   |

The slight increase in favorability is evident among both men and women; women do remain more favorable than men. The increases in favorability are seen more so among younger drivers than among older drivers.

|               | <u>MORE<br/>FAVORABLE</u> | <u>LESS<br/>FAVORABLE</u> | <u>UNSURE</u> | <u>NO<br/>DIFFERENCE</u> |
|---------------|---------------------------|---------------------------|---------------|--------------------------|
| <u>TOTAL</u>  | 74%                       | 12%                       | 5%            | 9%                       |
| <u>GENDER</u> |                           |                           |               |                          |
| Male          | 66                        | 18                        | 5             | 11                       |
| Female        | 81                        | 7                         | 4             | 8                        |
| <u>AGE</u>    |                           |                           |               |                          |
| 18 to 24      | 76                        | 16                        | 8             | 0                        |
| 18 to 34      | 72                        | 15                        | 6             | 7                        |
| 35 to 54      | 73                        | 12                        | 4             | 11                       |
| 55 and over   | 76                        | 12                        | 4             | 8                        |

Note: Table reads across.

Early in the survey, respondents were asked if they supported or opposed the program. Toward the end of the survey they were again asked these questions, but asked to consider their opinion in light of information on statistics about the program's impact.

Those whose initial inclination was to support the program continue to support it. In fact, more than nine of ten became even more favorable.

Among those who initially opposed the program, three of ten report a more favorable opinion. Another quarter are unsure or feel no differently about the program. Four of ten initially opposed have become less favorable.

|                | <u>INITIAL OPINION</u> |               |
|----------------|------------------------|---------------|
|                | <u>Support</u>         | <u>Oppose</u> |
| More favorable | 93%                    | 29%           |
| Less favorable | 1                      | 44            |
| Unsure         | 1                      | 10            |
| No difference  | 5                      | 17            |

Survey respondents were then advised that 35 percent of collisions are due to speeding and six percent to the running of red lights. They were then asked how they felt about photo radar and how they felt about redlight cameras.

Comparable to the prior survey, seven of ten are more favorable towards photo radar and eight of ten are more favorable towards red light cameras in light of this information.

*"Statistics show that, 35% of collisions are due to speeding and 6% of collisions are due to the running of red lights. In light of this, are you more favorable or less favorable towards..."*

|                   | <u>MORE</u> | <u>LESS</u> | <u>NO CHANGE</u> | <u>UNSURE</u> |
|-------------------|-------------|-------------|------------------|---------------|
| Photo radar       | 72%         | 16%         | 6%               | 6%            |
| Red light cameras | 78          | 11          | 6                | 5             |

Note: Table reads across

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As in the prior survey, among drivers who initially supported the program, nine of ten have become even more favorable towards both photo radar and red light cameras.

Among those initially opposed, three of ten have become more favorable towards photo radar (an improvement versus the prior survey) and virtually half are more favorably disposed towards red light cameras ( a notable improvement versus the December, 1997 survey).

|                          | <u>INITIAL OPINION</u> |               |
|--------------------------|------------------------|---------------|
|                          | <u>Support</u>         | <u>Oppose</u> |
| <u>PHOTO RADAR</u>       |                        |               |
| More favorable           | 89%                    | 30%           |
| Less favorable           | 4                      | 49            |
| Unsure                   | 3                      | 14            |
| No difference            | 4                      | 7             |
| <u>RED LIGHT CAMERAS</u> |                        |               |
| More favorable           | 91%                    | 48            |
| Less favorable           | 2                      | 35            |
| Unsure                   | 3                      | 8             |
| No difference            | 4                      | 9             |

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Then, as an overall measure of support or opposition, Scottsdale drivers were asked if they support or oppose the use of photo radar and red light cameras to increase traffic safety in Scottsdale.

Reflecting greater support than was registered about one year ago, eight of ten support the program. Seventeen percent oppose the program and 3 percent are unsure.

*"Considering everything we've talked about, do you support or oppose the use of photo radar and red light cameras to increase traffic safety in Scottsdale?"*

|          | 1999 | 1997 |
|----------|------|------|
| Support  | 80%  | 75%  |
| Oppose   | 17   | 20   |
| Not sure | 3    | 5    |

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A review among the subgroups reveals that women remain more supportive than men; almost nine of ten women supportive versus seven of ten men.

Support for the program among younger drivers increased substantially. Currently almost of eight of ten of those aged 18 to 24 support the program (up from 62% in the prior survey) and almost three-quarters of those aged 18 to 34 support the program (up from 68% previously).

|               | SUPPORT | OPPOSE | NOT SURE |
|---------------|---------|--------|----------|
| <u>TOTAL</u>  | 80%     | 17%    | 3%       |
| <u>GENDER</u> |         |        |          |
| Male          | 72      | 25     | 3        |
| Female        | 87      | 10     | 3        |
| <u>AGE</u>    |         |        |          |
| 18 to 24      | 78      | 19     | 3        |
| 18 to 34      | 73      | 22     | 5        |
| 35 to 54      | 82      | 16     | 2        |
| 55 and over   | 82      | 15     | 3        |

Note: Table reads across.

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As can be seen in the following table, those who supported the program prior to any citing of program benefits remain supportive. Of those who initially opposed the program, one quarter now support the program (double the level registered in the prior survey).

| Opinion Considering<br><u>Everything Discussed</u> | <u>INITIAL OPINION</u> |               |
|----------------------------------------------------|------------------------|---------------|
|                                                    | <u>Support</u>         | <u>Oppose</u> |
| Support                                            | 99%                    | 27%           |
| Oppose                                             | 1                      | 65            |
| Unsure                                             | *                      | 8             |

\* Indicates percent less than 0.5.

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Seven of ten Scottsdale drivers feel that photo radar and red light cameras should be used in more locations around the city. The proportion feeling strongly favorable about program expansion increased versus the prior survey. The proportion opposed slipped from 29% to 25%.

"Do you strongly agree, agree, disagree or strongly disagree that photo radar or red light cameras should be used in more locations around the city?"

	<u>1999</u>	<u>1997</u>
Strongly agree	39%	34%
Agree	33	34
Disagree	16	16
Strongly disagree	9	13
Unsure	3	2

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As was seen in the December, 1997 survey, women remain more likely than men to support expansion of the program. Importantly, support for program expansion increased dramatically among drivers aged 18 to 24 and quite substantially among the 18 to 34 segment.

|               | <u>STRONGLY<br/>AGREE</u> | <u>STRONGLY<br/>AGREE/<br/>AGREE</u> | <u>DISAGREE/<br/>STRONGLY<br/>DISAGREE</u> | <u>STRONGLY<br/>DISAGREE</u> |
|---------------|---------------------------|--------------------------------------|--------------------------------------------|------------------------------|
| <u>TOTAL</u>  | 39%                       | 72%                                  | 25%                                        | 9%                           |
| <u>GENDER</u> |                           |                                      |                                            |                              |
| Male          | 34                        | 63                                   | 33                                         | 12                           |
| Female        | 45                        | 81                                   | 16                                         | 6                            |
| <u>AGE</u>    |                           |                                      |                                            |                              |
| 18 to 24      | 38                        | 81                                   | 19                                         | 5                            |
| 18 to 34      | 38                        | 70                                   | 21                                         | 7                            |
| 35 to 54      | 35                        | 72                                   | 25                                         | 8                            |
| 55 and over   | 45                        | 73                                   | 22                                         | 12                           |

Note: Table reads across

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#### PERSONAL EXPERIENCE WITH THE PROGRAM

Six percent of Scottsdale drivers report they received a citation for speeding in Scottsdale in the past year. This is slightly below the level (8%) reported about one year ago.

In the December, 1997 survey, younger drivers reported a significantly higher incidence of speeding citations than did older drivers. In the current survey, results are comparable across both age and gender segments.

"In the past year, have you personally received a citation for speeding in Scottsdale?"

|               | YES | NO  | RE-<br>FUSED |
|---------------|-----|-----|--------------|
| <u>TOTAL</u>  | 6%  | 93% | 1%           |
| <u>GENDER</u> |     |     |              |
| Male          | 6   | 93  | 1            |
| Female        | 6   | 93  | 1            |
| <u>AGE</u>    |     |     |              |
| Under 18      | 5   | 95  | 0            |
| 18 to 34      | 7   | 92  | 1            |
| 35 to 54      | 4   | 95  | 1            |
| 55 and over   | 9   | 90  | 1            |

Note: Table reads across.

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Almost seven of ten report the tickets were based on photo radar; almost three of ten were given the ticket by a police officer.

"Was the ticket you received based on photo radar or was the ticket given directly to you by a police officer?"

|                | 1999 | 1997 |
|----------------|------|------|
| Photo radar    | 68%  | 76%  |
| Police officer | 28   | 24   |
| Refused        | 4    | 0    |

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Almost seven of ten of those who received a speeding ticket agreed that they have become more attentive drivers as a result of receiving the ticket. This reflects a solid increase versus the prior survey results.

*"Would you agree or disagree that as a result of that ticket you have become a more attentive driver?"*

|          | 1999 | 1997 |
|----------|------|------|
| Agree    | 68%  | 59%  |
| Disagree | 24   | 35   |
| Unsure   | 8    | 6    |

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As in 1997, one percent of Scottsdale drivers report receiving a citation for running a red light in the past year.

Two-thirds report the ticket was based on a red light cameras (up slightly versus the prior survey).

Doubling the proportion registered in the prior survey, eight of ten agree they have become more attentive drivers.

*"In the past year, have you personally received a citation for running a red light in Scottsdale?"*

|         | 1999 | 1997 |
|---------|------|------|
| Yes     | 1%   | 1%   |
| No      | 98   | 99   |
| Refused | 1    | 0    |

*"Was the ticket you received based on a red light camera or was the ticket given directly to you by a police officer?"*

|                  | 1999 | 1997 |
|------------------|------|------|
| Red light camera | 67%  | 60%  |
| Police officer   | 33   | 40   |

*"Would you agree or disagree that as a result of that ticket you have become a more attentive driver?"*

|          | 1999 | 1997 |
|----------|------|------|
| Agree    | 83%  | 40%  |
| Disagree | 17   | 40   |
| Unsure   | 0    | 20   |

Not quite one quarter of Scottsdale drivers report they or someone they know has been in a car crash in the past 12 months.

The likelihood of being in a crash or knowing someone who was is again notably above average among the younger segments.

Reflecting an increase versus the prior survey, six of ten indicate they have become more attentive drivers; yet, almost four of ten indicate it has made no difference.

*"Have you, or anyone you know been in a car crash in the past 12 months?"*

|        | 1999 | 1997 |
|--------|------|------|
| Yes    | 24%  | 22%  |
| No     | 75   | 77   |
| Unsure | 1    | 1    |

|              | <u>% YES</u> |             |
|--------------|--------------|-------------|
|              | <u>1999</u>  | <u>1997</u> |
| <u>TOTAL</u> | 24%          | 22%         |
| <u>AGE</u>   |              |             |
| 18 to 24     | 38           | 47          |
| 18 to 34     | 34           | 33          |
| 35 to 54     | 20           | 23          |
| 55 and over  | 22           | 13          |

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*"Would you agree or disagree that as a result of that crash, you have become a more attentive driver?"*

|          | <u>1999</u> | <u>1997</u> |
|----------|-------------|-------------|
| Agree    | 59%         | 47%         |
| Disagree | 37          | 43          |
| Unsure   | 4           | 10          |

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**APPENDIX**

QUESTIONNAIRE